



MWR THEME OPERATIONS

September 2005

Welcome

The 2006 MWR Theme Operations, Unit Managers' Conference is less than six months away. If you haven't already, please mark your calendars to be in Orlando, 5-10 February 2006 for what is going to be our best conference yet! Once again we plan to run concurrent training sessions during the conference. These sessions include:

- ServSafe Food Service Sanitation Certification*
- FoodTrak
- Financial Management
- Certified Military Community Executive (CMCE) Certification
- NAF Benefits and Retirement Planning

****Any Conference attendee who has not completed their ServSafe Food Service Sanitation Certification training will be scheduled to attend this session.***

MWR Theme Operations Area Managers will soon be contacting each qualified attendee regarding your plans to attend the conference and schedule your requested training track.

Also, as part of the conference we're proud to offer for the first time International Military Community Executives Association (IMCEA), CMCE review and certification examination. This is an important credential to earn for those professionals working in the MWR career field. More information on CMCE certification is contained below.

I look forward to seeing you at the Conference. As always thank you for reading "E-News". All the best!

Roger Weger
Chief, Food Services Division

How do I learn the CMCE Certification?

Achieving the CMCE Certification is a multi-step process. To earn this designation, petitioners must accumulate an established number of job experience, education, and additional points as well as achieve a passing score on a written exam. If you are interested, first visit www.imcea.com and review the information and requirements. There you will find the Application for Petition for CMCE. This petition needs to be completed and submitted to IMCEA no later than **15 December 2005**. IMCEA will evaluate the petition and notify the petitioner of eligibility for the written exam. The review course and exam will be offered at the Unit Managers' Conference, 5-10 February 2006. More information can be found at www.imcea.com.



Reminder: 1st Choice Frequent Diner Rewards Promotion

The *1st Choice Frequent Diner Rewards Program* is shaping up and will be launched this October. Similar to last year's program, guests will get a "punch" for each combo meal and after the sixth punch; they will get the seventh combo meal FREE. This promotion is designed specifically to reward **both our loyal guests and team members**. All team members are encouraged to write their name on the back of the cards and hand them out to family and friends. When guests have completed the card, they will drop the card into a drawing box. Guest's names can be drawn for prizes and so can team member names. More information will be coming in September. (POC: *Lisa Holland*, DSN 761-5212, e-mail Lisa.Holland@cfsc.army.mil)

Upcoming Openings

Strike Zone will re-open its doors at Fort Stewart, GA on 8 September 2005. It has been closed for the past 90 days pending completion of the Bowling Center's renovation.

Strike Zone will open on 22 September 2005, at Fort Story, VA. This will be the 19th Strike Zone open by MWR Theme Operations.

Strike Zone is also scheduled to open at Fort Eustis, VA on 20 October 2005.

ServSafe Tip of the Month: The difference between Cleaning and Sanitizing

Cleaning is the process of removing food and other types of soil from a surface, such as a countertop or plate. Sanitizing is the process of reducing the number of microorganisms on a clean surface to safe levels. To be effective, cleaning and sanitizing must be a two-step process. Surfaces must first be cleaned and rinsed before being sanitized.

Test your ServSafe Knowledge (Answers on Page 7)

1. Q. True or False: Preschool-age children may be more likely than adults to become ill from contaminated food.
2. Q. True or False: Establishments should only use hand sanitizers that have been approved by the FDA.
3. Q. True or False: The flow of food begins with purchasing and ends with cooking.

Guest Service Tip of the Month: First Impressions

The First Impressions of an establishment leaves a lasting impression on our guests. It will determine if a guest will return or go elsewhere next time. And it all begins at the driveway. Make sure that the parking lot is clear of all trash. Ensure trash containers are emptied periodically throughout the day, and never left overflowing with trash. The landscaping must be kept well maintained. The grass must be cut on a regular basis, trees and hedges trimmed as needed. Guests notice attention to detail. If a manager pays that much attention to his or her facility entrance, then they must pay that much attention to the rest of their establishment. Take the time to walk around your establishment and make sure that your opening and closing checklists are getting done. Remember, a task not checked, is a task not completed. (POC: *George J. Dickson*, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Upcoming Promotions

The new seasonal promotion for MWR Theme Operations restaurants will run from September through December with a sandwich and pizza special. The Chicken Cordon Bleu sandwich stacks grilled chicken, sliced deli ham, Swiss cheese and zesty horseradish mustard. The pizza promotion is a bundled deal that is timed for the back-to-school rush and fall sports season. The promotion is called, "Bring Home a Dinner Party Tonight!" It offers a large, three-topping pizza and a dozen wings for \$14.95. The value price is intended to entice new guests who may never have visited our restaurants. It's expected to please both busy families and budget-conscious soldiers. The "loss leader" aims to increase patronage where once in the door guests will likely order additional items, including high-gross profit margin soft drinks.

We're also testing a new type of static cling material for the pizza mini-poster. The vinyl printing surface has an adhesive backing. The adhesive is formulated to be residue-free, and will not leave behind a sticky film when removed. The new cling is included with the promotion kits that are shipped to each participating unit. The poster can be adhered onto any flat surface, even non-porous surfaces that our regular clings don't stick to. If this new "sticky back" works as well as we think it will, we'll start producing all future static clings on this new material. (POC: Sharon Bertschi, DSN 761-5213, e-mail: Sharon.Bertschi@cfsc.army.mil)

New MWR Theme Operations CD/DVD

MWR Theme Operations recently completed and released a new MWR Theme Operations video. The professionally produced video gives viewers a quick overview of each restaurant and sports bar venue. Community leaders will be able to see how adding one of the nine different brands may benefit their community and, casual observers will come to understand how comprehensive the MWR Theme Operations program is. The video is now available as a VHS tape, a CD disk and as a DVD presentation. (POC: Sharon Bertschi, DSN 761-5213, e-mail: Sharon.Bertschi@cfsc.army.mil)

Transitions

Mr. Wally Maass is transitioning after four years as MWR Food & Beverage Manager for Fort Bragg to Installation Club Manager at US Military Training Mission in Riyadh, Saudi Arabia. Mr Maass' experience in MWR food and beverage is vast. His former positions include: Food & Beverage Manager, Chao Phya Hotel, Bangkok Thailand; Club Manager Fort Carson CO, Fort Jackson SC, Fort Ritchie MD, Germany (4 tours), United States Military Academy, West Point NY, Food Manager AAFES, Business Operations Chief, Giessen Germany and Business Consultant FORSCOM. We wish Wally the best of luck in his new position.

Congratulations to **Ms. Tanya Moore** who has been detailed as the Food & Beverage Coordinator for Strike Zone at Redstone Arsenal. This unit includes a Strike Zone menu, buffet and a full sports bar.

Mr. Walter Cade has been selected as Manager of the Reggie's Main Post Club, Yongsan, Korea. Most recently, Walter has been the Executive Chef for IMA-KORO and has spent time working with MWR Theme Operations Chefs in the units in Korea. We're confident Walter will achieve favorable and significant results at Reggie's Yongsan.

One Year Anniversaries

Strike Zone, Taegu, Korea will celebrate their one-year anniversary on 21 September and **Reggie's Express, Taegu**, Korea celebrate on 23 September. Congratulations to both of these outstanding units for taking care of our soldiers and families!

Word of Mouth Advertising You Control: Silence is “Not” Golden: Part 2

Are you, *The Boss*, communicating all you should with your staff, repeat patrons and all the folks you routinely come in contact with? Does your staff know what you're planning for them and or are you giving them the silent treatment? Are we leveraging our staff's and guest's ability to tell everyone about our business to our full benefit?

Both within and outside your facility, communicating your core message with frequency is paramount. Part of that message is ensuring everyone possible knows not just what you do on a daily basis, but what special events, features and promotions you have in the works.

Continuing from last month's discussion on in-house advertising as it relates to staff, here are some further opportunities to explore and exploit:

Repeat Guests- Without question an extremely powerful force for advertising your goods & services. They are repeat guests typically because they want to be part of the environment you've created, part of something greater than themselves, where you know their name.....that was the point, right? They are your operation's lifeblood in more ways than one and they've already bought into your program. Keep them informed and take care of them and they will spread the good word on your business' behalf.

Family and Friends of the Family- Staff family members and friends can bring you business. These folks can very often be quite active in spreading your core message as some will take an interest in what their spouse or family member does, some are even good patrons. Take advantage of their interest by showing some interest in them. Take the time to tell them what their spouse or family member does well & let them know what you've got planned as it may be something they're interested in as well. Make them feel like part of your team.

“Partners in Crime”- Vendors, maintenance crews.....you name it. Anyone you work with or come into contact with on a regular basis can be a carrier of your core, promotion or event message! Take full advantage of the fact that when you tell anyone about what you're doing and who you are as a business, many will take you up on the actual promotion or event and many will do the talking for you, or both! (POC: *Brad Puterbaugh*, e-mail: Brad.Puterbaugh@cfsc.army.mil)

Back to Basics: Better Primo's Pizza or the Proof's in the Pizza (No pun intended!)

A little healthy competition and a whole lot of mentoring go along way at the Heidelberg Strike Zone.

That's especially true for Angie Rodriguez, who learned the fundamentals of proper Primo's pizza production from the master, Sukru Durer, affectionately known as Mr. D. He's been making fantastic pizza in this bowling center for the last 14 years. For the last 4 years, he's been serving up Primo's pizza at the Strike Zone and teaching his students how it's done right. Of Angie he says, “I can't deny she does a pretty good pizza, but she's got a few more things to learn before she can graduate with honors from my school!”



Sukru Durer and Angie Rodriguez display their perfect pizzas

So, who's mentoring your new staff members to ensure your guests are getting the best products possible?

First when it comes to Primo's pizza you'd better start with the fundamental steps below:

Pre-Seasoning New Pizza Screens

All metal screens must be seasoned before using the first time. Wash the screens in hot soapy water, rinse well and dry. With a pan release spray, spray the screens. Place the screen in the conveyer oven or on a deck oven and bake twice for 5 ½ minutes at 450°F. Remove the screens from the oven. After the screen has cooled, wipe off excess spray. The screen is now ready to use. If the screen becomes excessively dirty and must be washed it should be run through the oven twice again to re-season. Remember; avoid excess scouring with metal or abrasive pads when cleaning.

Preparing the Dough

We use fresh-frozen dough balls that are pre-portioned and delivered frozen to your facility. The 26 ounce dough ball makes a 17" pizza. The 16 ounce dough ball makes a 12" pizza. The 16 ounce dough ball cut in half makes a 9" pizza or calzone.

1. Upon delivery of the pizza dough it should be stored in the freezer.
2. To begin the proofing procedure, remove the dough balls from the freezer for the next days use. This should be done no earlier than 36 hours before day of use.
3. Coat the dough container with 2 ounces of olive oil per container.
4. Put frozen dough balls in the container, placing no more than six large dough balls and eight of the medium per container.
5. Cover container with another container or appropriate lid.
6. Affix a label noting the date and time on the container.
7. Refrigerate containers at least 12 hours to temper.
8. Rotate dough using the First-In First-Out (FIFO) method.
9. Use progressive proofing techniques to proof dough balls throughout the day. Do not proof an entire day's requirement at once. Proof only the amount needed for one hour's business at a time.
10. Proof containers should be placed on a rack at room temperature (75°F-85°F) or in a proofing cabinet (90°F-100°F).
11. Proof dough balls until they have doubled in size.

Preparing the Crust

Remember that the quality of the crust determines the quality of the pizza. We can't over emphasize the need to dock the entire surface of the pizza before baking. Docking allows the crust to cook evenly and let's air escape. However, do not over dock the dough; one pass over the dough with the docker is sufficient.

Dough Pro Pizza Press

1. Turn the Pizza Dough Press to the on position.

2. Set the temperature control to 150°F. The platen will heat in 15 minutes.
3. Set the thickness adjustment arrow to the center position (midway between thick and thin).
4. Swing out the bottom platen.
5. Lightly spray the bottom platen with non-stick oil spray. The screen for the pizza may be held over the platen while spraying to oil both the screen and platen at the same time.

Dough Pressing Procedures

1. Place the dough ball (olive oil side up) in the center of the platen. Gently flatten the dough ball with your fingers so the dough ball fits between the platens.
2. Return the swing out platen and the dough ball to below the upper platen.
3. Press the dough for 5 seconds.
4. Swing out the bottom platen and gently lift the dough from the platen.
5. Flip the dough oil side down on to the screen.
6. Stretch the dough on the screen to the edge.
7. Dock the dough.
8. Begin pizza assembly.

Assembling the Pizza

All pizza should be assembled at the make up table. Ensure that the table is properly stocked and the scales are in working order.

1. Place the docked pizza dough on the scale.
2. Set the scale to 0.
3. Ladle the proper amount of sauce in the center of the pizza. Spread sauce to within ½ inch from the pizza's edge.
4. Set the scale to 0.
5. Spread the proper amount of cheese from outside in covering the sauce entirely, especially around the edge.
6. Set the scale to 0 after each ingredient.
7. Add meat items first then vegetables.

Baking the Pizza

1. Ensure that the pizza oven is set at 450°F and the belt speed is 5 ½ minutes. Settings may vary slightly depending upon location.
2. Place the pizza on the conveyor so the leading edge of the pizza is not in the oven entrance.
3. When the pizza is half way through the oven check for bubbles. If bubbles are present pop the bubble using the bubble popper.
4. Remove the baked pizza from the conveyor once the pizza has exited the oven completely.
5. Remove the baked pizza from the screen and place on a cutting board.
6. Cut the pizza for service: Large pizza, 8 slices; medium pizza, 6 slices; small pizza, 4 slices; buffet large pizza, 16 slices; single sales large pizza slices, 6 slices.

By following these simple steps you'll soon be producing great tasting Primo's Pizza for your guests. If you'd like to receive a copy of the MWR Theme Operations Pizza Primer video "How to Make Great Primo's Pizza" please contact your Area Manager. Next month our "E-News" Back to Basics column will feature how to consistently produce Primo's authentic pizza sauce. (POC: Brad Puterbaugh, e-mail: Brad.Puterbaugh@csc.army.mil).

Events Division Promotions

The Events Division has some exciting promotions underway. Check out www.mwrpromotions.com for information. You can also find the *Business Program Manager's Planning Calendar* on this site.

Answers to ServSafe Questions

1. A. True
2. A. True
3. A. False, The flow of food begins with purchasing and ends with serving

Closing Thought

"In matters of style, swim with the current; in matters of principle, stand like a rock!".....
Thomas Jefferson

